

Domain

ASX ANNOUNCEMENT

Macquarie Australia Conference 2018 Commentary and Presentation

Sydney, 1 May 2018: Domain Holdings Australia Limited [ASX:DHG] (“**Domain**” or “**Company**”) will today deliver a presentation at the Macquarie Australia Conference in Sydney.

Presentation commentary and accompanying slides are attached.

The presentation contains a trading update, the details of which have been extracted below:

Trading Update

Trading in the first 17 weeks of FY18 H2 (25 December 2017 to 22 April 2018) saw:

- Digital revenue growth of 21%.
- Total revenue growth of 13%.

For FY18, Domain’s pro forma costs are expected to increase around 12% to 13% from FY17’s pro forma costs of \$216 million.

Ends

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Domain

Domain Holdings Australia Limited Macquarie Australia Conference 2018 Commentary

Nick Falloon – Executive Chairman

Slide 1

Good morning everyone.

It is a pleasure to be here making Domain's first presentation at the Macquarie Australia Conference as an ASX-listed company.

Slide 2, Slide 3

Today's presentation outlines Domain's value proposition as a leading real estate media and services business with competitive strength and compelling future growth prospects.

Following my introductory remarks, you will hear from CFO Rob Doyle, who will outline how Domain's revenue generation model is supported by delivering compelling product and user experiences for consumers and real estate agents.

Chief Marketing and Editorial Officer Melina Cruickshank will set out the value that Domain delivers consumers at every stage of their property journey.

Chief Sales Officer Tom Ainsworth will then take you through the value that Domain delivers agents in their mission to get the best results for their clients.

Rob will provide a brief trading update before I make some closing remarks; and the team here today will join us at the end of the presentation for Q&A.

Slide 4

Domain's history stretches back more than 20 years, with its origins in the real estate classified advertising business of *The Sydney Morning Herald* and *The Age*. In recent years, with the deep investment and support of Fairfax Media, Domain has grown significantly, organically and through acquisition, as well as joint ventures.

Slide 5

At the core of the Domain ecosystem are key assets including large audiences across digital, print and social – driven by listings strength and compelling editorial content. Also at the core are our strong relationships across residential and commercial agents, and subscribers of our customer relationship management and data services.

Domain

The ecosystem drives performance across our five revenue streams, the largest of which is Residential.

Of course none of this would be possible without our hundreds of talented, highly innovative and passionate people who bring Domain to life day-to-day.

Slide 6

Domain's purpose is to inform, inspire and connect people throughout the property lifecycle.

The five strategic goals you can see on this slide underpin the delivery of that purpose.

Domain is a great business, in great shape – which you can see in the first half results. Key achievements include:

- Continued expansion in relative market share to more than 95% of listings and more than 90% of agents;
- Continued strong growth in Domain app downloads to more than 6 million, with an 18% uplift in app launches;
- 21% growth in Residential mobile enquiries and 82% growth in Commercial Real Estate enquiries;
- 19% growth in core digital revenue, underpinned by 24% growth in Residential depth and strong Commercial and Developer revenue;
- The launch of Domain Loan Finder and Domain Insure, with a 91% increase in Transactions revenue from existing and new businesses.

Since stepping into the role as Executive Chairman in late January, I have been leading a team of high-calibre executives focused on delivering their strategy and objectives and driving the performance of the business.

We are progressing with the global search for a new CEO. As you would expect, this is a thorough process and we will take the appropriate time to identify the right individual. We have some very strong candidates in the process – as you would expect for an opportunity to lead a digital business of this scale.

I'll now hand you over to Rob.

Rob Doyle – Chief Financial Officer

Slide 7

As Nick mentioned, Domain's revenue generation model is fuelled by the value of its compelling consumer and agent experiences.

Slide 8

We see the revenue generation process as part of a virtuous value creation cycle.

Domain

The process begins with Domain's compelling consumer and agent experience, underpinned by having virtually all property listings; a highly-popular property app; quality and trusted content; product innovation leadership and a suite of targeted property services.

These attributes drive Domain's value proposition – attracting large audiences and driving qualified buyers to agents – ultimately adding value to consumers as they make one of the biggest financial decisions in their lives.

The value proposition, supported by Domain's data, analytics and insights, drives revenue through higher depth penetration and pricing, subscriptions, agent services, media and transactions.

Revenue growth supports reinvestment in product innovation and adjacent category expansion to further improve the consumer and agent experience and continue to accelerate the performance of this virtuous cycle.

Melina and Tom will talk through the dual focus on consumers and our agent customers and the value we deliver them.

First up is Melina.

Melina Cruickshank – Chief Marketing Officer and Editorial Officer

Slide 9

The marketing team I lead lets people know about the great experiences developed by our award-winning product experts. The editorial team is focused on using data and trusted insights to drive conversations with consumers through compelling and deeply engaging content.

Five years ago, our product teams anticipated that mobile would become the backbone of the modern consumer experience. And they were clearly correct.

Mobile continues to be at the very heart of our strategy – with property search being the ultimate mobile pursuit.

We put experiences of immense value, quite literally, into the hands of our consumers.

Slide 10

Domain delivers consumers value at every stage of their property journey.

At the Dreaming stage, editorial content engages a broad audience with market analysis and premium lifestyle content.

At the Searching stage, the Domain mobile platforms are central to identifying suitable properties; supported by a depth of data and insights.

At the Serious Buying stage, features such as Inspection Planner and Homepass, power the open for inspection experience and allow fast interaction with agents, for example, to request further property details or obtain a contract.

Domain Loan Finder also makes the mortgage research process more effective, by offering a panel of more than 30 potential lenders via a great user experience.

Domain

At the Settlement stage, Compare & Connect is a hassle free way to find deals in electricity, gas, telephone, internet and pay TV and get connected; and Domain Insure can get consumers covered.

Post Move-In, Domain continues to inspire through its compelling property editorial, insights and lifestyle content through newsletters, notifications and property updates.

Slide 11

Domain empowers consumers through:

- Immediacy – putting quality information and content in the hands of consumers on demand;
- Functionality – with a suite of products that are easy to use and designed to delight, underpinned by product innovation leadership;
- Transparency – providing a full picture of residential listings, trusted editorial, and a depth of useful market data; and
- Relevance – with products that are personalised and actionable, powered by highly relevant data and insights.

It is these attributes that attract and engage high quality consumers who become loyal Domain users.

Slide 12

Domain's product innovation leadership has resulted in consistently high consumer ratings for Domain's app – across iOS and Android. There has been a doubling in app downloads over the past three years to reach more than 6 million.

Slide 13

Mobile has created an expectation of immediacy amongst consumers, which we recognised and incorporated into our products.

We led the way in making our information and content available at users' fingertips through push notifications that match saved search criteria.

Agent Chat allows consumers and agents to instantly connect about a property listing, increasing the speed of an agent response to a real-time lead and providing a seamless interaction.

Homepass Check-Ins speeds up the open for inspection check-in process for property buyers.

A focus of Domain products is enhancing the useful information that flows into agent CRM tools.

Slide 14

Domain's first-to-market product innovation is not only impressive in *form*, but also in *function*.

The Domain Inspection Planner has quickly become one of our most important consumer features since launching six months ago. The feature saves time by providing an easy-to-use schedule of inspections and the ability to rate and keep track of favourites.

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Our recently launched Contract Request tool allows active buyers to easily request contract details from agents.

In the commercial real estate space, our product suite uses data and new technologies to drive innovation and serve this specialist market, including via building profiles and augmented reality.

Slide 15

Transparency is key to ensuring that consumers feel empowered to make informed decisions.

The foundation of transparency for Domain is its parity in residential listings, which provides depth of market coverage.

We build on that as the trusted voice of Australia's property obsession. Our quality journalism informs, educates and provides actionable insights to consumers.

An important component of transparency for property transactions is sales history and property valuation data. Domain puts information about 13 million properties at consumers' fingertips via our Home Price Guide, which provides a property's valuation estimates, together with estimates for properties in surrounding areas.

Slide 16

Data and insights benefit consumers by providing relevant and actionable information. This includes using recommendation engines to provide a personalised feed of properties, news, advice and market updates; neighbourhood insights on property listings; and Social Boost which promotes relevant listings to active and passive buyers on social media.

Domain Loan Finder and Domain Insure utilise data and insights to serve the mortgage and insurance needs of consumers at the relevant stages of their property journeys.

Slide 17

Building awareness in our key markets remains important. Our mobile products and their value to consumers are at the centre of Domain's marketing – as you have no doubt seen with our latest Inspection Planner campaign.

Consumers are not only taking notice, they are taking action, with strong gains in average monthly mobile app users over the past four years.

Slide 18

A highly successful agent once told me that in his experience 'it is Domain that always delivers the buyers'.

That reputation is built on Domain effectively converting a high-quality mass audience through to purchase.

On this page you can see how we generate interest from consumers, who at varying stages have higher degrees of propensity to purchase and transact. To an agent, value increases progressively as consumers move up our value pyramid.

Available to us is a depth of data on how consumers are interacting with our products.

Domain

At the base is mass audience which we attract with above the line brand marketing, including outdoor advertising, deep sponsorships such as The Block, and PR via property insights. We measure the performance through active app users, page visits, sessions, app downloads and new app users.

Moving up the pyramid – enquirers pass the threshold of deeper engagement. We drive this audience through digital marketing, which includes targeted social, partnerships and editorial. Indicators of increased engagement are search results, page visits, shortlisted and shared properties.

Performance marketing, such as predictive marketing, personalisation and remarketing, is used to convert enquirers into serious buyers and through to purchasers. Measures of interaction beyond property listings include Inspection Planner ‘add to calendar’ and ‘request for contract’ features, as well as contact agent use.

Purchasers are the ultimate result for agents – and also a valuable lead generation opportunity for Domain through adjacencies, such as home loans, insurance services and utilities connections. Performance can be measured by buyer attribution and leads.

Domain is increasingly armed with a depth of data around consumer engagement across all facets of products. We are taking our metrics to a new level of granularity.

I’ll now hand over to Tom to talk about the value Domain is delivering to agents.

Slide 19

Tom Ainsworth – Chief Sales Officer

Alongside consumers, agents sit front and centre in our business.

Every day our account managers are obsessing about how we can help our agent customers – and working with them in the field – to deliver the best results for *their* customers.

Slide 20

Domain’s products allow us to integrate with and support agents’ daily activities:

- Attracting with a suite of depth listings to maximise the appeal of their listed properties;
- Engaging with deep market data and insights, including via Pricfinder;
- Nurturing – constantly and continually – using CRM tools such as MyDesktop; and
- Transacting through a suite of products and services including open for inspection app Homepass – as Melina mentioned earlier.

Slide 21

Domain delivers value to agents through:

- Reach – attracting highly-engaged audiences of quality and scale across multiple platforms;
- Enquiries – delivering qualified buyers with high propensity to purchase and transact;

Domain

- Insights – providing rich property data, market intelligence and valuable insights; and
- Amplification – a powerful marketing platform delivering results and building agent profiles and brands.

It is these attributes that attract and engage agents – and deliver results for their clients.

Slide 22

Domain delivers reach through large and highly-engaged audiences – spanning a digital audience of close to 4 million; a print audience of 2.1 million; and social audience of 1.5 million.

More than half of Domain's app audience is exclusive to Domain.

Our editorial delivered 112 million page views during 2017, underlining the quality and deeply-engaging journalism Domain provides.

Domain's Dream Homes placement on the Domain homepage, *The Sydney Morning Herald*, *The Age*, *Brisbane Times* and *WAtoday* has a weekly masthead reach of 6 million and provides additional exposure to properties for sale and attracting significantly more enquires.

Slide 23

As Melina mentioned, Domain has a depth of data around the ways consumers are engaging as they move up this value pyramid. A meaningful reflection of how Domain delivers buyers is the strong growth in enquiries over the past four years.

Slide 24

Agents using Domain have access to our data, insights and analytics to drive performance.

Our account managers are in the field with this value-added information for agents, including agency ranking, listings share, share of views, and detailed enquiry breakdowns.

The oxygen map on this slide is an example of the information we can provide agents on relative agency brand exposure in the market compared with their competitors. Higher platinum listings usage is denoted by the darker green shading, with a clear correlation to higher agency ranking in the market.

Slide 25

Further examples of the value added information include detailed product performance showing the uplift in platinum and gold listings versus subscription; as well as out-of-area and interstate enquiries and overseas search origins.

The Domain Campaign Performance Report provides performance metrics for each individual listing and an overview of the progress of the campaign.

Slide 26

Domain's powerful marketing channels provide amplification for agent listings, through premium products such platinum listings (which drive 5 times more enquiries than standard); Dream Homes and Social Boost; and Domain's national and local magazine offering.

Domain

Slide 27

Domain's powerful marketing platform also provides amplification via platinum products to build agent profiles and brands. Products include listings cards, e-brochures, agent and agency profiles, and find-an-agent search feature.

Slide 28

As Chief Sales Officer, my and my team's unrelenting focus is on leveraging all the value creation we have just discussed to drive customer satisfaction and revenue generation through depth.

Since joining Domain, I have been implementing initiatives to enhance sales performance to achieve greater agent satisfaction.

This includes creating world-class teams through an investment in top talent; improvements in sales efficiency, effectiveness and quality; and focus on revenue-generating tasks. We have also enhanced programs to engage with our customers to make them raving fans, including the Domain Academy and our internal sales advisory board.

Our obsession about agent satisfaction and delivering results is reflected through the introduction of KPI measurements. We have State-based industry advisory boards with market heavyweights in order to maintain close connections and benefit from their insights into how we can drive performance.

An important measure for us is depth. The progress we are making in depth penetration is reflected in depth as a percentage of residential revenue increasing from 60% to 82% over the past four years.

Building a world-class team, driving customer satisfaction and further expansion in depth are my greatest priorities. We see significant opportunities to continue to grow depth in NSW, drive improved depth performance in Victoria, and accelerate depth penetration in Queensland.

Before I hand over to Rob, I wanted to make some brief remarks on listings trends for the January to March quarter. Nationally, listings were in line with last year. In our key markets, Sydney was modestly ahead, offset by weakness in Melbourne. Similar trends are expected in the near term.

Over to you, Rob.

Rob Doyle – Chief Financial Officer

Slide 29, Slide 30

Trading in the first 17 weeks of FY18 H2 (25 December 2017 to 22 April 2018) saw:

- Digital revenue growth of 21%.
- Total revenue growth of 13%.

For FY18, Domain's pro forma costs are expected to increase around 12% to 13% from FY17's pro forma costs of \$216 million.

I'll now hand back to Nick to wrap up.

Domain

Nick Falloon – Executive Chairman

Slide 31

I will make some brief closing remarks...

Slide 32

As Rob, Melina and Tom have outlined – compelling consumer and agent experiences are the very foundation of Domain.

These attributes drive Domain's value proposition – attracting large audiences and delivering qualified buyers to agents – as reflected in mobile enquiries increasing 21% in the first half.

The value proposition, fuelled by Domain's data, analytics and insights, drives higher depth penetration and pricing, and other revenues. This is reflected in Residential depth revenue increasing 24% in the first half.

Revenue growth supports reinvestment in product development to further improve the consumer and agent experience. This is reflected in total digital revenue increasing 22% in the first half. And as Rob has just mentioned in the trading update, the strong momentum has continued.

Domain is well placed to maximise its growth through ongoing investment in product innovation and further expansion into agencies in the broader property ecosystem.

Domain is a *great* business, in *great* shape.

Thank you for your time.

Rob, Melina and Tom will now join us for Q&A.

Ends

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MACQUARIE AUSTRALIA CONFERENCE

INVESTOR PRESENTATION

SYDNEY, 1 MAY 2018

Domain

DISCLAIMER

SUMMARY INFORMATION

This presentation contains summary information about Domain Holdings Australia Limited (**Domain**) and its activities current as at 1 May 2018. The information in this presentation is of a general background nature and does not purport to be complete. It should be read in conjunction with Domain's other periodic and continuous disclosure announcements which are available at shareholders.domain.com.au.

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AGENDA

Domain Holdings
Australia Limited

ASX: DHG



Introduction and Overview
Nick Falloon



Domain's Revenue Generation Model
Rob Doyle



Delivering Value from Domain's
Compelling Consumer Experience
Melina Cruickshank



Delivering Value from Domain's
Compelling Agent Experience
Tom Ainsworth



Trading Update
Rob Doyle



Summary
Nick Falloon



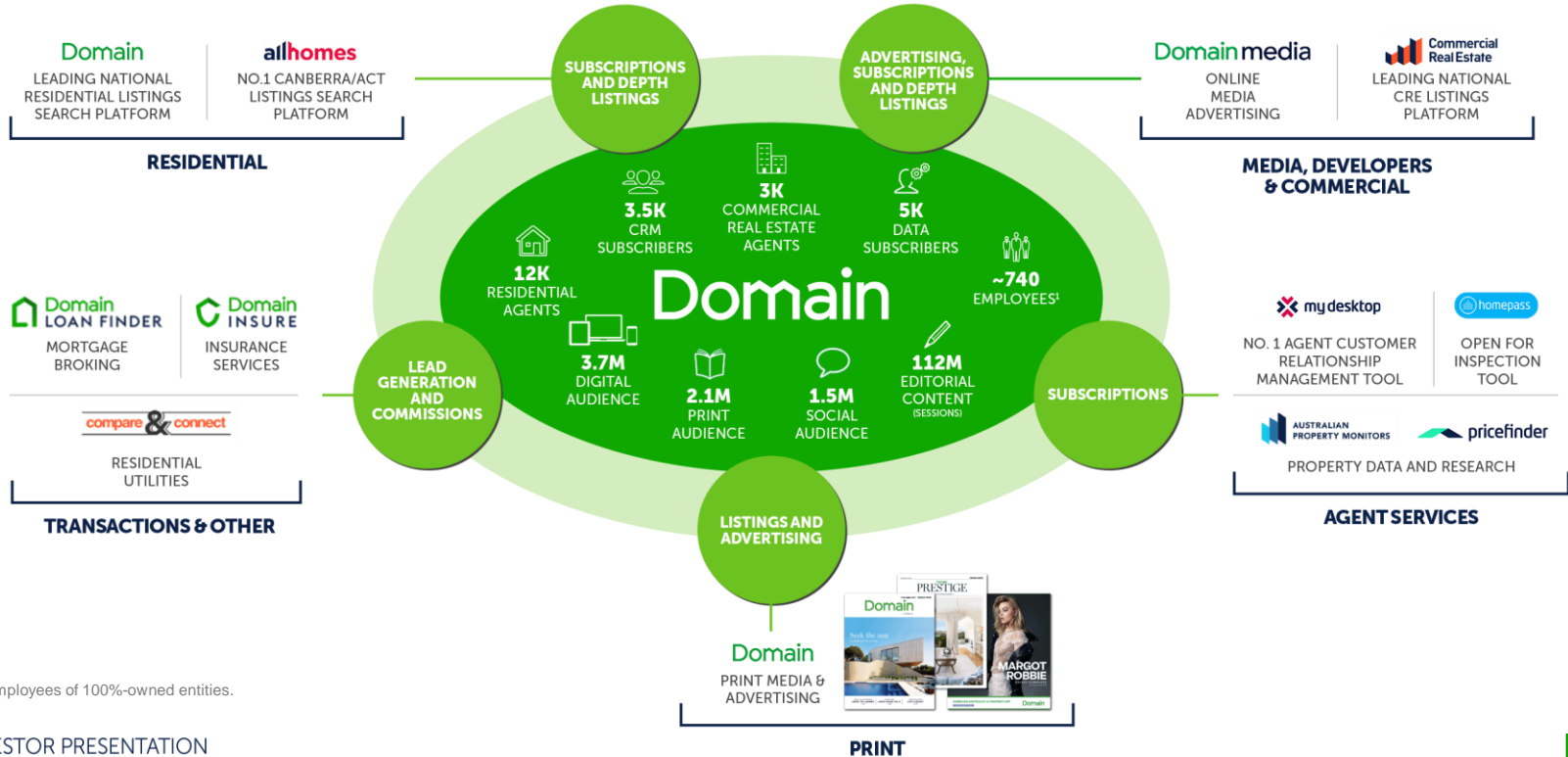
Q&A



INTRODUCTION AND OVERVIEW

NICK FALLOON, EXECUTIVE CHAIRMAN

LEVERAGING DOMAIN'S CORE STRENGTHS TO EXPAND PROPERTY ECOSYSTEM



FY18 H1 PERFORMANCE DELIVERING DOMAIN'S PURPOSE AND STRATEGY

Domain group

DOMAIN'S PURPOSE

TO INFORM, INSPIRE AND CONNECT PEOPLE THROUGHOUT THE PROPERTY LIFECYCLE

STRATEGY



EXPAND AGENTS AND LISTINGS COVERAGE



CREATE MOBILE-CENTRIC PLATFORM AT CENTRE OF PROPERTY ECOSYSTEM



GROW ACTIVE USERS AND QUALITY ENQUIRIES (LEADS)



GROW DEPTH PRODUCT AND AGENT SERVICES PENETRATION



GROW NEW TRANSACTIONAL REVENUES

FY18 H1 ACHIEVEMENTS

95%+

RELATIVE MARKET SHARE OF LISTINGS

90%+

RELATIVE MARKET SHARE OF AGENTS

6.1M

DOMAIN APP DOWNLOADS

+18%

TOTAL APP LAUNCHES

+21%

RESIDENTIAL MOBILE ENQUIRIES (LEADS)

+82%

CRE ENQUIRIES (LEADS)

+19%

CORE DIGITAL REVENUE

+24%

RESIDENTIAL DEPTH REVENUE

LAUNCHED DOMAIN LOAN FINDER AND DOMAIN INSURE

+91%

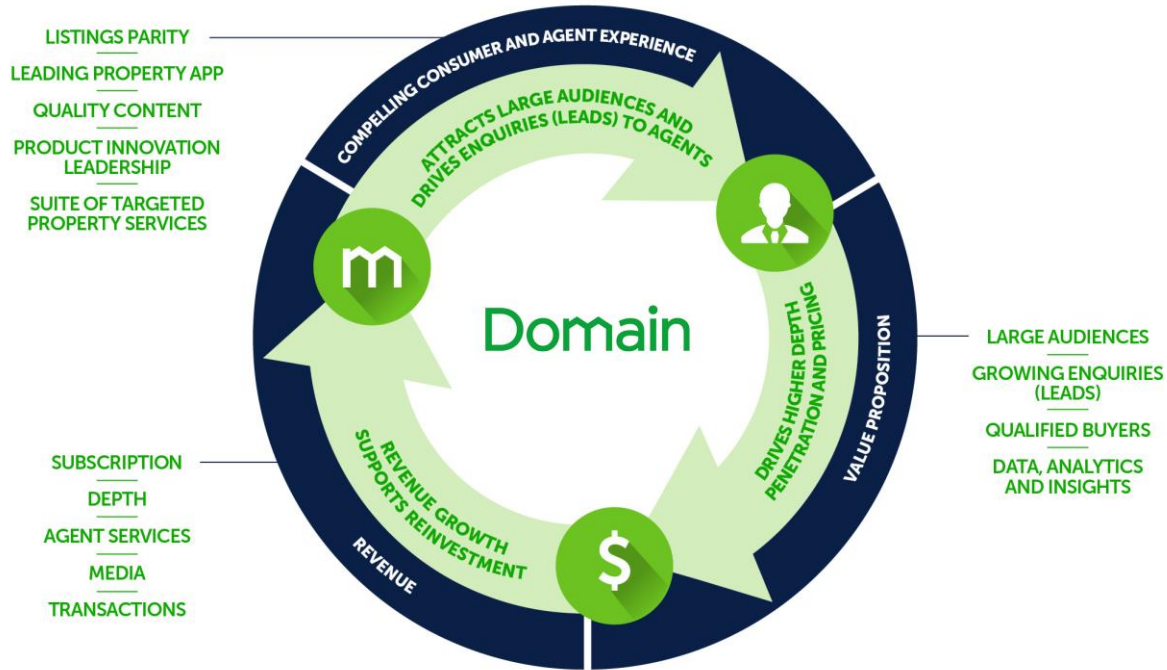
TRANSACTIONS REVENUE



DOMAIN'S REVENUE GENERATION MODEL

ROB DOYLE,
CHIEF FINANCIAL OFFICER

DOMAIN'S COMPELLING CONSUMER AND AGENT EXPERIENCE DELIVERS VALUE AND DRIVES REVENUE

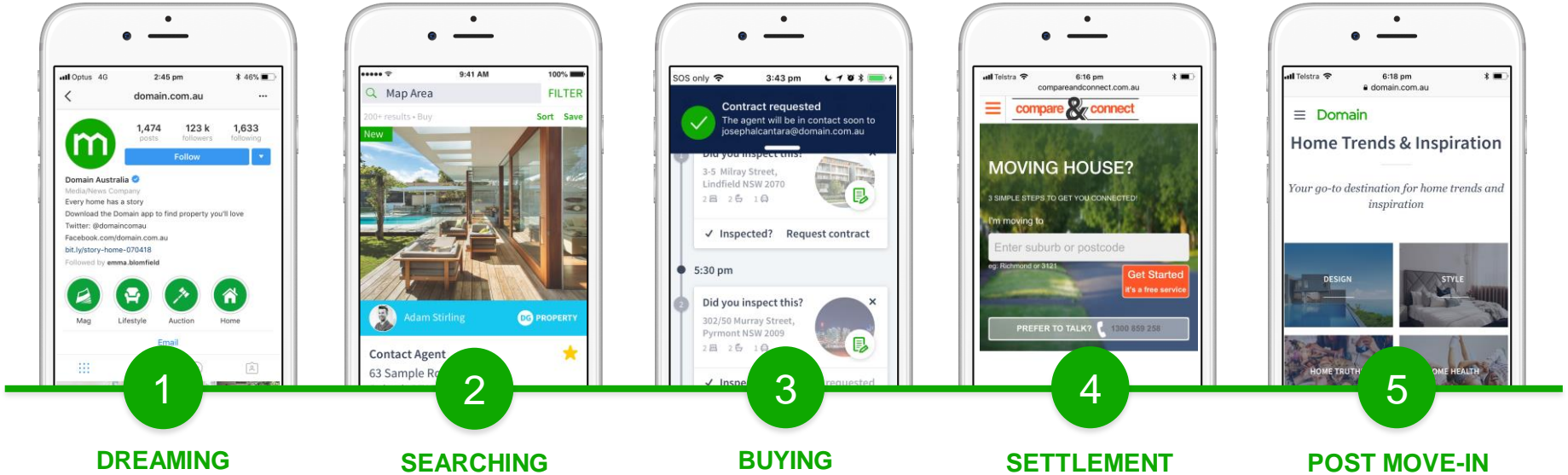


DELIVERING VALUE FROM DOMAIN'S COMPELLING CONSUMER EXPERIENCE

MELINA CRUICKSHANK,
CHIEF MARKETING AND EDITORIAL OFFICER



DOMAIN DELIVERS VALUE TO CONSUMERS AT EVERY STAGE OF THEIR PROPERTY JOURNEY



DOMAIN EMPOWERS CONSUMERS THROUGH IMMEDIACY, FUNCTIONALITY, TRANSPARENCY, AND RELEVANCE

IMMEDIACY

Domain's award-winning mobile app puts quality information and content **in the hands** of consumers on demand

TRANSPARENCY

Domain's quality journalism and content is **trusted** and a depth of data and insights delivers **transparency**

FUNCTIONALITY

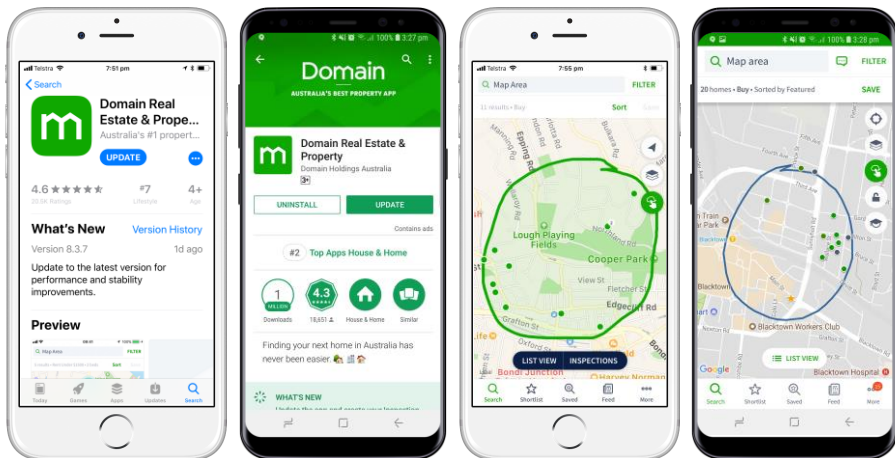
Domain's products are easy to use and **designed to delight**, underpinned by product innovation leadership

RELEVANCE

Domain's products are **personalised** and **actionable**, powered by highly relevant data and insights

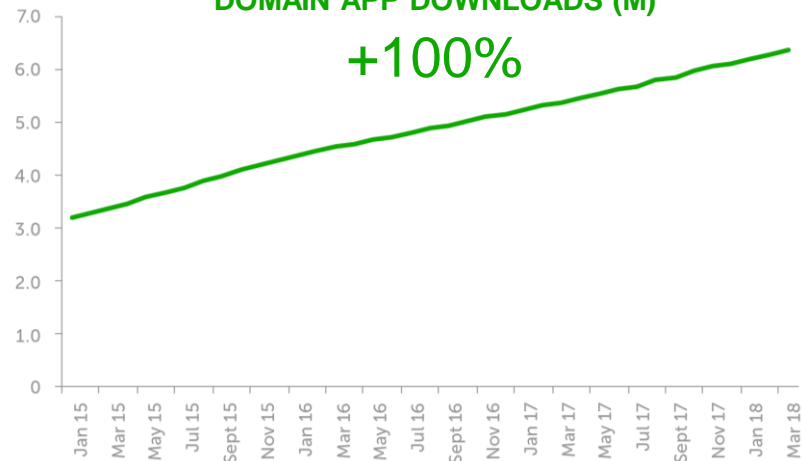


DOMAIN'S HIGHLY-RATED AND POPULAR MOBILE APP



DOMAIN APP DOWNLOADS (M)

+100%



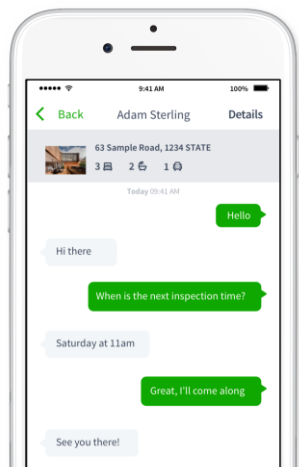
Source: Domain Group, App figures from January 2015 to March 2018.

DELIVERING IMMEDIACY TO CONSUMERS ON DEMAND



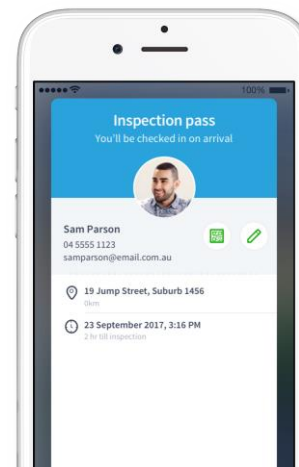
NOTIFICATIONS

Keeps property buyers up-to-date with new listings, open for inspections details, and property updates



AGENT CHAT

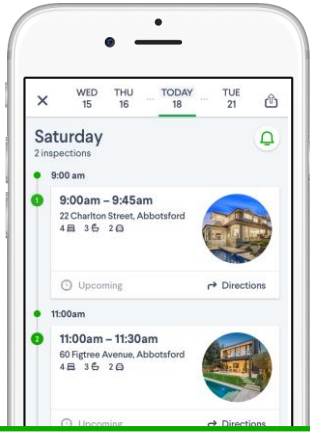
Allows consumers and agents to instantly connect and exchange information



HOMEPASS CHECK INS

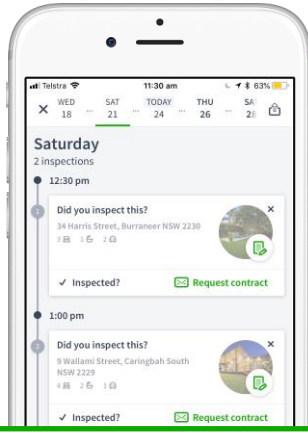
Speeds up the open for inspection check-in process for property buyers

FUNCTIONALITY THROUGH PRODUCT INNOVATION



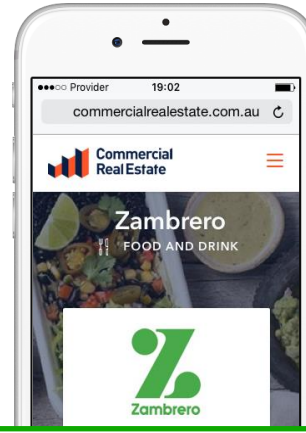
INSPECTION PLANNER

Tool to create easy-to-use schedule of all inspections and track favourites using post-inspection ratings



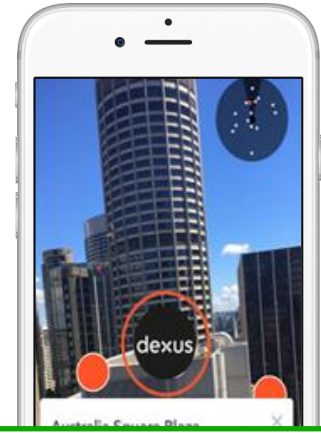
CONTRACT REQUEST

Allows active buyers to easily request contract details from agents



BUILDING PROFILES

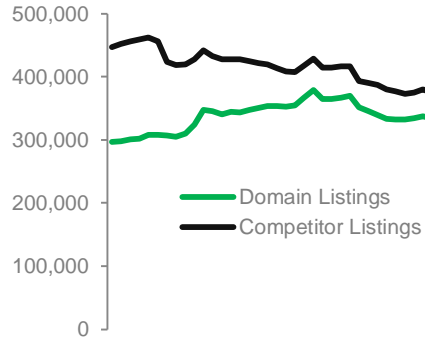
Positions CRE as a data source and supports SEO growth and off-market lead generation



AUGMENTED REALITY

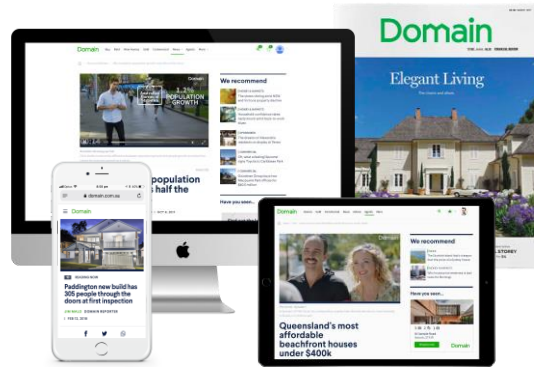
New AR mode in iOS & Android allows users to see key commercial building profile data overlaid on CBD buildings

TRANSPARENCY THROUGH DEPTH OF TRUSTED CONTENT



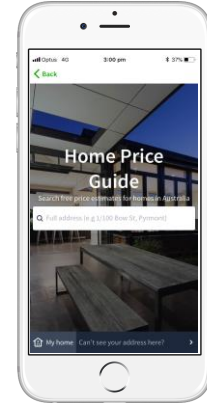
RESIDENTIAL LISTINGS¹

Parity of residential listings provides depth of market coverage



QUALITY EDITORIAL

Domain editorial attracts large and highly engaged audience and provides trusted insights

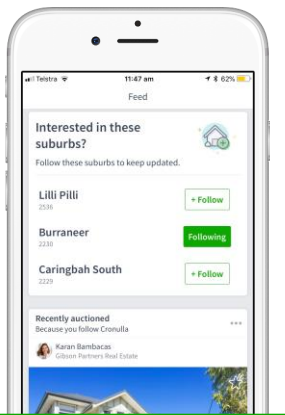


MARKET DATA

Home Price Guide provides transparency of property market pricing and sales history

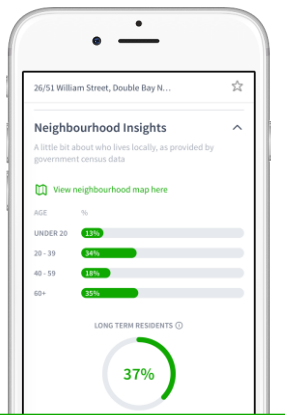
Note: 1. Residential Listings (sale and rent), January 2014 to November 2017, Domain and APM Pricefinder data.

RELEVANCE THROUGH ACTIONABLE DATA AND INSIGHTS



PERSONALISED FEED

Provides app users personalised property recommendations, news, advice and market updates



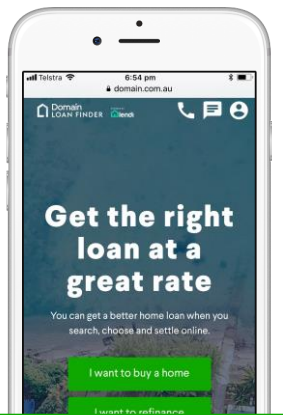
LISTINGS INSIGHTS

Provides neighbourhood insights on property listings and suburbs to prospective property buyers and vendors



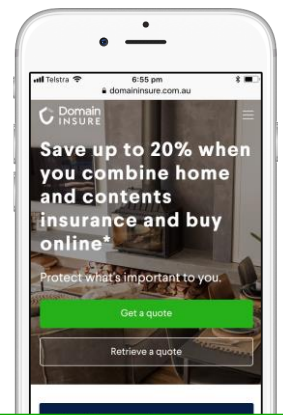
SOCIAL BOOST

Leverages data to automatically promote relevant listings to active and passive buyers on Facebook



DOMAIN LOAN FINDER

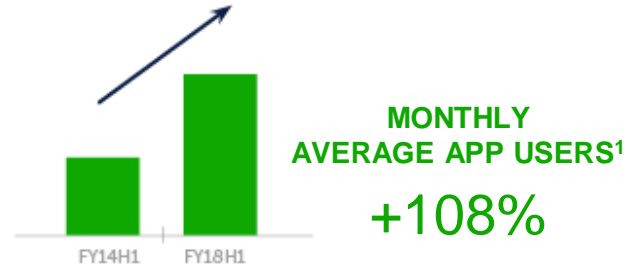
Domain Loan Finder mortgage broking joint venture with Lendi



DOMAIN INSURE

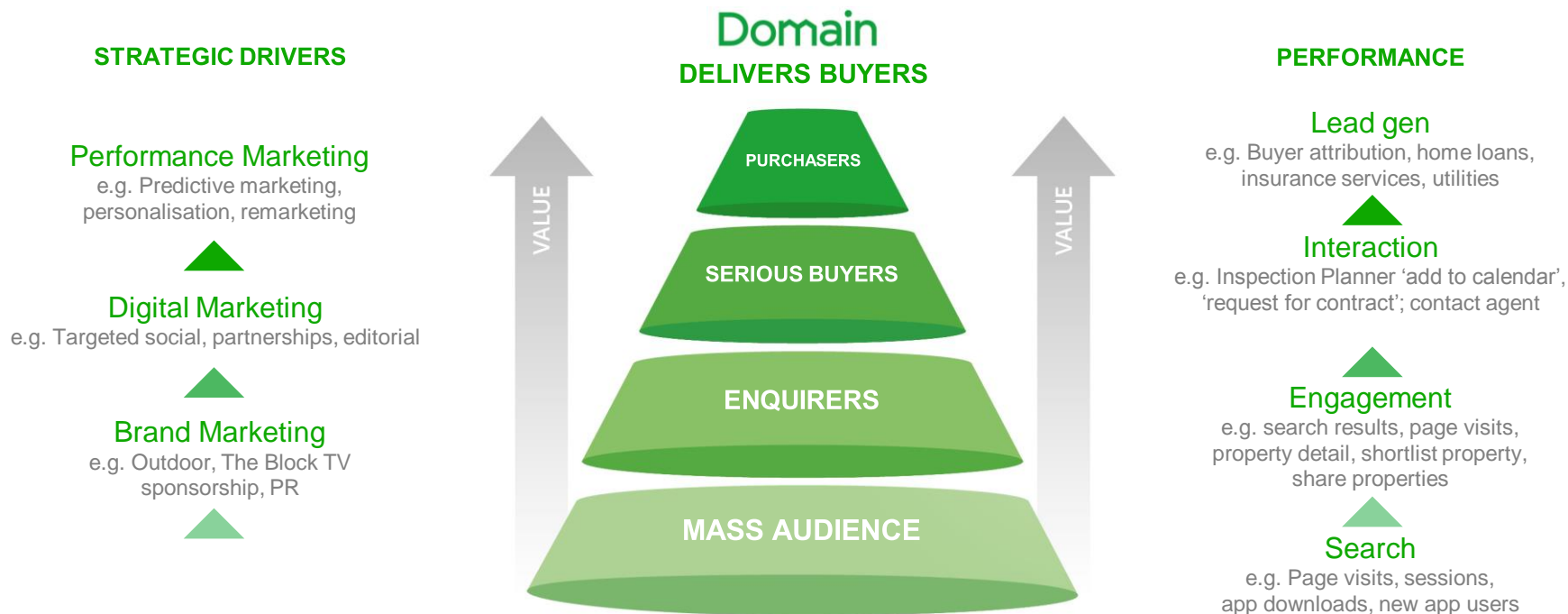
Domain Insure insurance joint venture with Envest, offering specific landing pages for home, contents and landlords' insurances

MOBILE EXPERIENCE IS AT THE CENTRE OF DOMAIN'S MARKETING AND DRIVING GROWTH IN CONSUMER AUDIENCE



Note: 1. Google Analytics, Users of residential apps, Domain and Allhomes (monthly average).

DOMAIN DELIVERS BUYERS

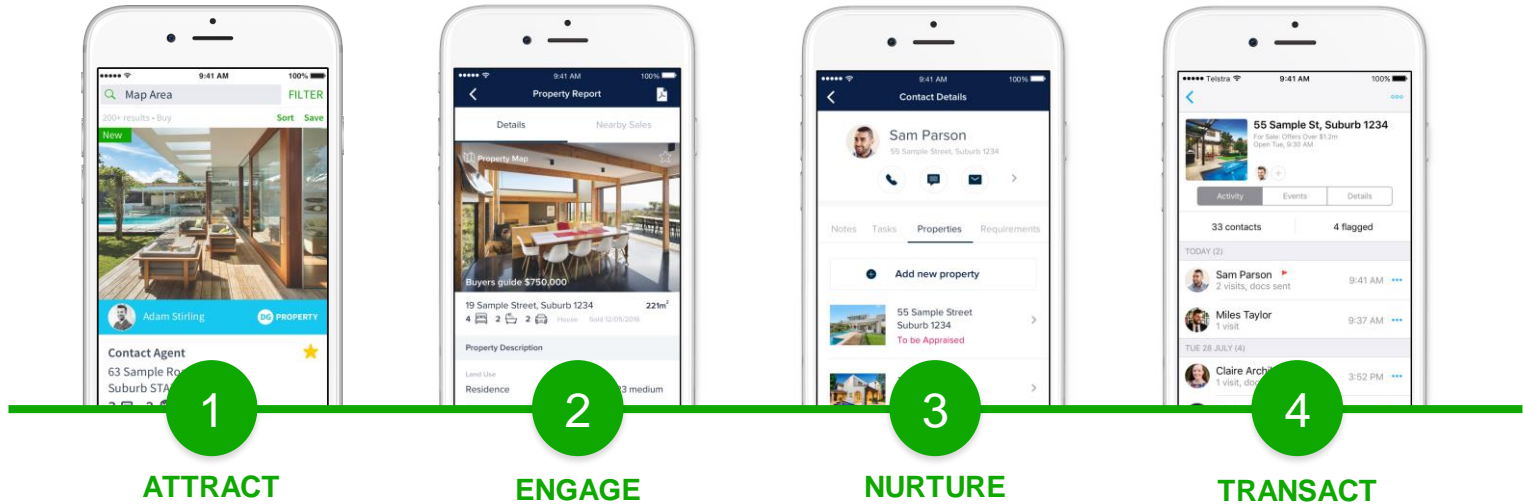




DELIVERING VALUE FROM DOMAIN'S COMPELLING AGENT EXPERIENCE

TOM AINSWORTH,
CHIEF SALES OFFICER

DOMAIN DELIVERS VALUE TO AGENTS AT EVERY STAGE OF THE PROPERTY JOURNEY



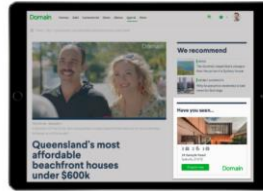
DOMAIN DELIVERS VALUE TO AGENTS THROUGH REACH, ENQUIRIES, INSIGHTS AND AMPLIFICATION



DELIVERING REACH THROUGH LARGE AND HIGHLY-ENGAGED AUDIENCES



54%
Exclusive
Domain app
audience¹



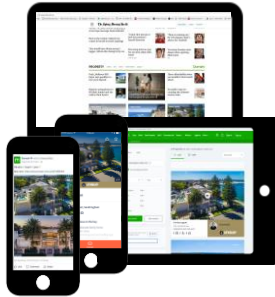
112M
Editorial
Visits
(sessions)²



6M
Dream Homes
Weekly
Masthead Views³

3.7M
Digital

Monthly
Digital
Audiences⁴



2.1M
Print

Monthly
Audiences⁵



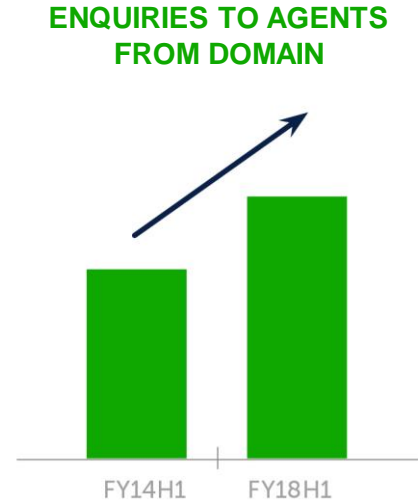
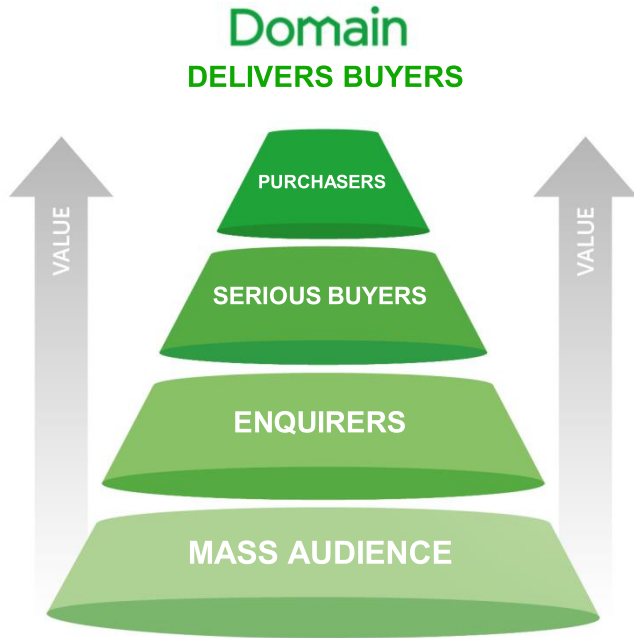
1.5M
Social

Combined
Followers⁶



Source: 1. Domain app audience who do not use REA app, Nielsen Digital Ratings (Monthly), October 2017; 2. Google Analytics, website session to lifestyle and news content, January to December 2017; 3. Nielsen Digital Ratings (monthly), Fairfax masthead and homepage page views, weekly average for November 2017; 4. Nielsen Digital Ratings (Monthly), Domain and Allhomes digital, January 2018; 5. Emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending February 2018, people 14+ only; 6. Combined followers (Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Google+) January 2018.

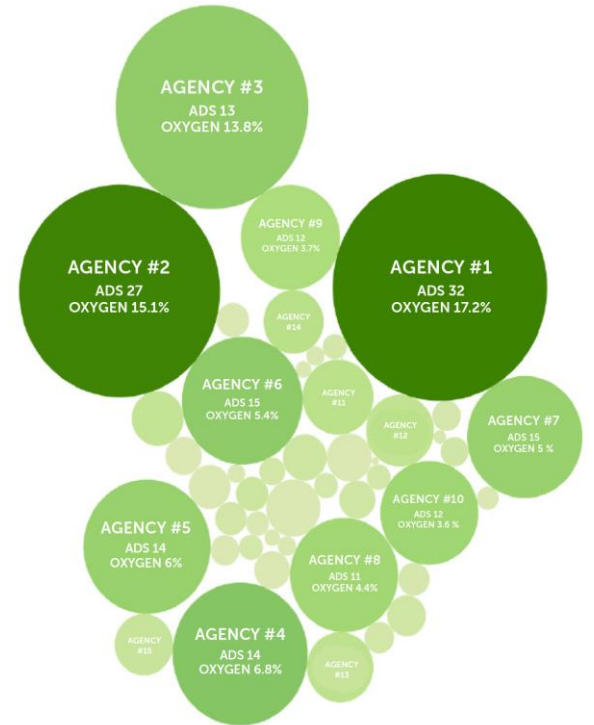
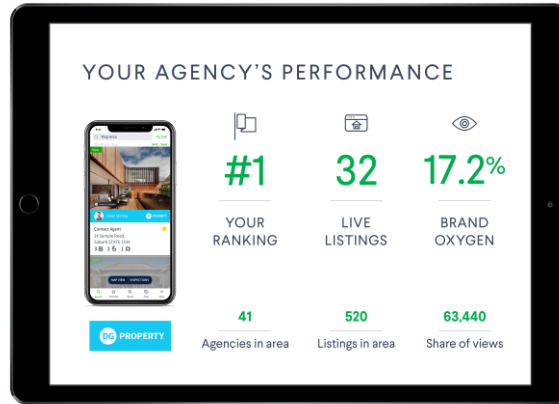
ENQUIRIES WITH HIGH PROPENSITY TO PURCHASE AND TRANSACT



INSIGHTS THROUGH RICH PROPERTY DATA

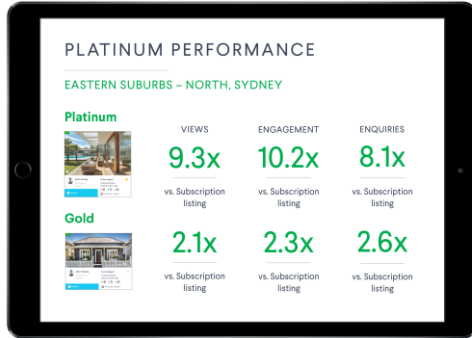
Domain sales teams leverage rich data and insights to drive agent performance, including:

- Agency brand market share
- Agency ranking
- Listings share
- Share of views
- Enquiries (email & phone)
- Agency/agent profile views
- Neighbourhood insights
- In/out of area enquiries



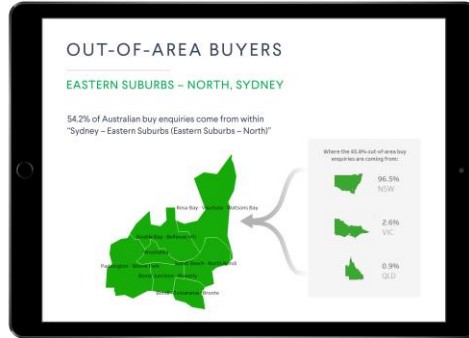
Oxygen map shows relative agency brand exposure in market versus competitors based on measures of consumer time and interaction. Higher platinum penetration is denoted by darker green shading.

INSIGHTS THROUGH RICH PROPERTY DATA



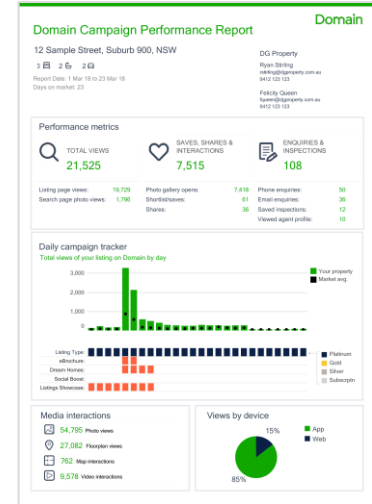
PRODUCT PERFORMANCE

- Platinum vs. Subscription listings
- Time on market



BUYER MIGRATION

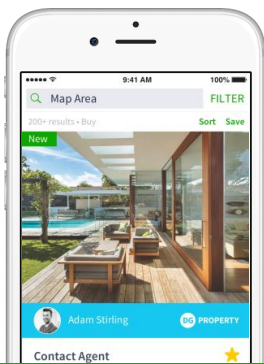
- Out-of-area and interstate enquiries
- Overseas search origins



CAMPAIGN PERFORMANCE

- Listing views
- Listing enquiries (phone & email)
- Views by device

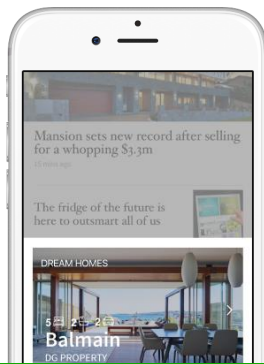
AMPLIFICATION OF LISTINGS THROUGH POWERFUL MULTIPLE MARKETING CHANNELS



PLATINUM LISTING

5X

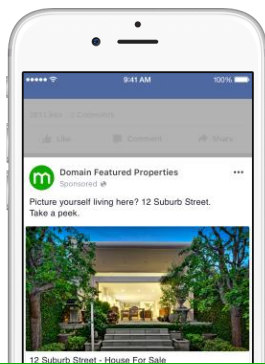
more enquiries¹



DREAM HOMES

6M

weekly mastheads views²



SOCIAL BOOST

1.5M

social audience³



DOMAIN IN THE SMH, THE AGE AND AFR

2.1M

print audience⁴



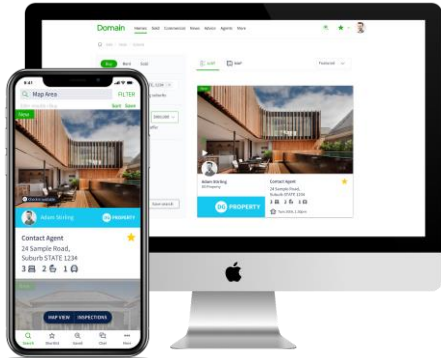
THE WEEKLY REVIEW

65%

social grade A or B5⁵

Source: 1. Average uplift in events during Platinum campaign compared to subscription listing, sourced from internal Domain data, February 2017 to April 2017; 2. Nielsen Digital Ratings (monthly), Fairfax masthead and homepage page views, weekly average for November 2017; 3. Combined followers (Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Google+), January 2018; 4 and 5. Emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Feb 2018, people 14+ only,

AMPLIFICATION TO BUILD AGENT PROFILES AND BRANDS



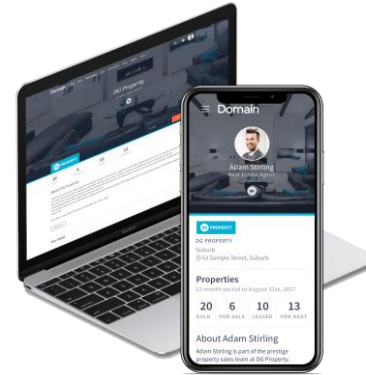
PLATINUM LISTINGS CARDS

Premium marketing opportunities showcasing a listing's best selling points with prominent agent branding



PLATINUM E-BROCHURES

Provides premium direct marketing opportunities for agents to connect with buyers about relevant listings



PLATINUM AGENT AND AGENCY PROFILES

Premium branding opportunities to amplify market positioning and attract new vendor listings



FIND AN AGENT

Searchable database of agents linking to agent and agency profiles to drive new vendor listings

DRIVING SALES PERFORMANCE AND CUSTOMER SATISFACTION TO MONETISE THROUGH DEPTH



SALES PERFORMANCE

Underpins our ability to achieve greater agent satisfaction

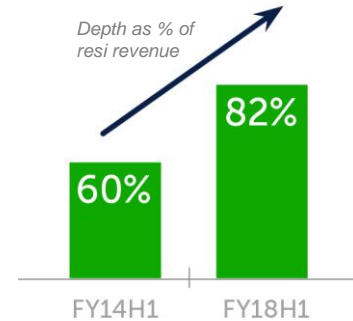
- Investment in talent
- Greater focus on revenue-generating tasks
- Enhanced agent initiatives



RAVING FANS

Obsessive about agent satisfaction and delivering results

- Measurement of agent satisfaction through KPIs
- Close connections to agents through sales advisory boards and Domain Academy



DEPTH PENETRATION

The core to our success

- Continue to grow in NSW, drive improved performance in Victoria, and accelerate in Queensland



TRADING UPDATE

ROB DOYLE,
CHIEF FINANCIAL OFFICER

FIRST 17 WEEKS OF FY18 H2

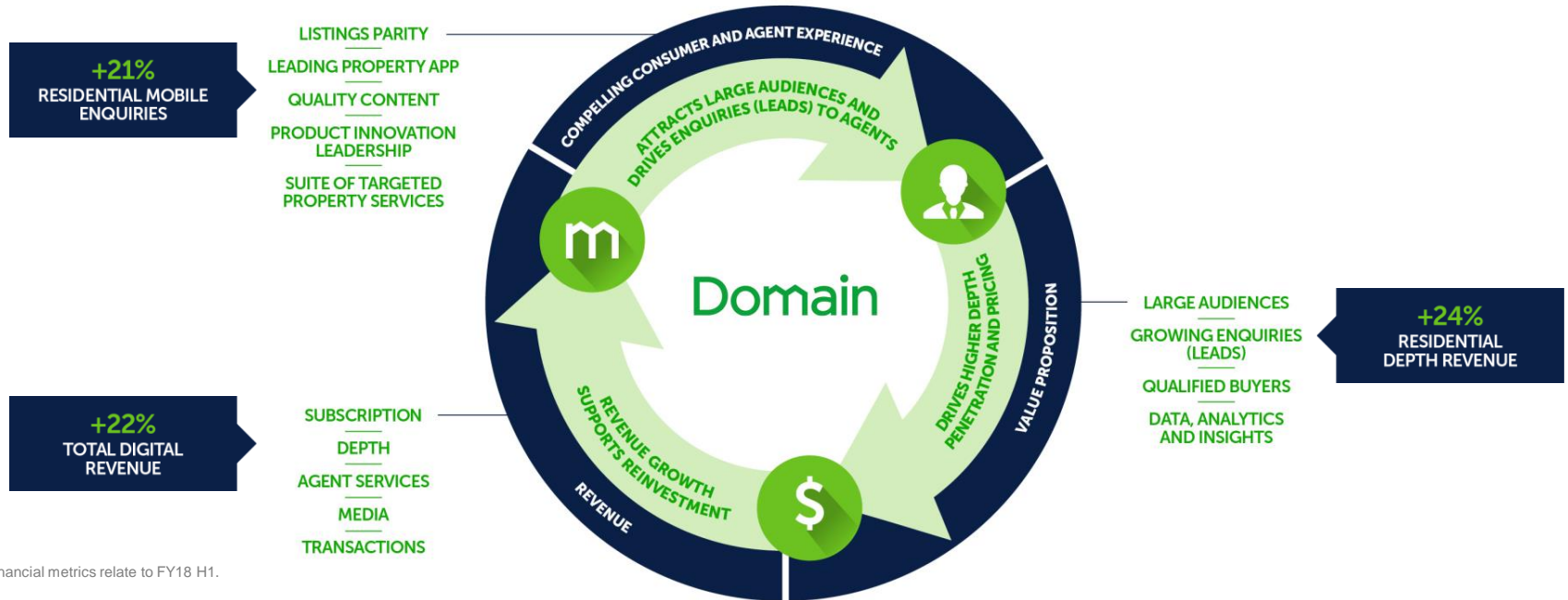
- Trading in the first 17 weeks of FY18 H2 (25 December 2017 to 22 April 2018) saw:
 - Digital revenue growth of 21%.
 - Total revenue growth of 13%.
- For FY18, Domain's pro forma costs are expected to increase around 12% to 13% from FY17's pro forma costs of \$216 million.

A man and a woman are standing in a modern kitchen, looking at a smartphone together. The woman is sitting on a dark wooden bar counter, and the man is standing next to her. They are both smiling. The kitchen features a stainless steel range hood, a dark wooden bar counter, and a wooden dining table in the foreground. There are large green plants in the background and a lantern on the table.

SUMMARY

NICK FALLOON,
EXECUTIVE CHAIRMAN

DOMAIN'S COMPELLING EXPERIENCE IS DELIVERING VALUE TO CONSUMERS AND AGENTS, DRIVING REVENUE AND FUTURE GROWTH



Note: Financial metrics relate to FY18 H1.



Q&A



THANK YOU

CONTACT:
CORPORATE.RELATIONS@DOMAIN.COM.AU